



# AAHAR 2004

## New Delhi, India

- The Show:** AAHAR 2004 is the premier food and food equipment trade show in India. In 2003 more than 240 exhibitors and 25,000 business visitors attended AAHAR.
- Location:** Hall 14, Pragati Maidan (Fair Grounds), New Delhi, India
- Dates:** March 11-15, 2004
- Deadline:** January 15, 2004 - Booth space cannot be guaranteed after this date
- The Booth:** A standard booth measures 12 square meters (3 meters x 4 meters) and includes a display board with your firm's name, floor covering, display counter with bar stools, a round table with chairs, display shelves, six spot lights, one power point, lock cabinet, and trash cans. The charge also includes regular cleaning, maintenance, and around the clock security. Custom booth design is available at an additional cost.
- The Cost:** The cost of a booth is **\$2500.00** including a compulsory catalog charge and an invitation to attend a Foreign Agricultural Service-hosted trade reception. Local hire for staffing a booth is available at an additional charge.
- American Café:** Are you interested in getting maximum exposure for your products without attending the show at a lower cost? The American Café offers a unique and cost-effective opportunity for U.S. companies to display products for **\$500.00**. A company does not have to send a representative to the show, saving transportation, hotel, labor, and other related expenses. The company sends its products and the U.S. Department of Agriculture (USDA) will arrange to have the products displayed or prepared/cooked and served to show attendees. Please see the attached application form for more information on the American Café.
- Support:** The Office of Agricultural Affairs, U.S. Embassy New Delhi, will sponsor a U.S. Pavilion at AAHAR 2004 and provide US exhibitors with on-site support services during the show. AAHAR 2004 is an endorsed USDA Trade Show!
- Contacts:**
- |   |   |
|---|---|
| Tobitha Jones   | Santosh K. Singh  |
| USDA/FAS-Trade Shows  | USDA/FAS-American Embassy   |
| Washington, D.C.  | New Delhi, India  |
| Tel: (202) 690-1182   | Tel: 011-91-11-2419 8425  |
| Fax: (202) 690-4374   | Fax: 011-91-11-2419 8530  |
| Email: <a href="mailto:Tobitha.Jones@usda.gov">Tobitha.Jones@usda.gov</a> | Email: <a href="mailto:Santosh.Singh@usda.gov">Santosh.Singh@usda.gov</a> |



**Why:** AAHAR 2004 is the 19<sup>th</sup> annual international exhibition for food and food processing equipment in India. AAHAR provides an unparalleled venue to reach Indian food buyers because it is the largest food trade show in all of India. It provides an excellent opportunity to introduce new products to the emerging Indian market.

India had historically maintained a highly restrictive import market for food products. In recent years, the Indian government's gradual trade liberalization has provided market access for an increasing number of food products thereby, offering new market opportunities. As of April 1, 2001, India, under its WTO obligations, removed quantitative restrictions on imports of all food products.

AAHAR provides an opportunity to establish your company's presence in the hitherto closed Indian market by introducing your products to potential importers, distributors, representatives and joint venture partners attending the show. More than 240 Indian and foreign exhibitors and about 25,000 business visitors from India and abroad participated in last year's event. While several foreign products were presented in individual booths, the USDA/FAS had the only organized country pavilion with six exhibitors and four American Café participants.

#### **The**

**Market:** Are You Ready to Spotlight Your Products in a Market Where Imports Are Just Beginning?

India, with a population of more than one billion and a vibrant economy growing annually at 5-6 percent in the last few years, is potentially a huge and emerging market for imported food products. Although tariffs remain high at 35 to 57 percent on most products, market opportunities for high value consumer food products have expanded in recent years. India's large and growing middle class market may vary from 50-200 million depending on the income levels, product, and pricing. Nevertheless, with the increasing urbanization and exposure to western culture, a segment of 10-50 million Indian consumers exist, largely concentrated in the major metropolitan cities, whose consumption behaviors are comparable to western standards. Growing health consciousness among the middle class will further spur imports of consumer food products. In addition, the growing number of fast food/western style restaurants and the vibrant domestic food processing industry has created substantial markets for an increasingly broad range of food ingredients. Indian consumers regard US products favorably and strongly associate them with high quality.

**Best Products Prospects:** Almonds and other Dry Fruits, Food Ingredients, Fruit Juices, Jams & Jellies, Frozen French Fries, Chocolates, Cookies, Condiments, Fresh Fruits (Apples, Grapes, Oranges, etc.), Health Foods & Beverages, Horticultural Seeds and Nursery Products, etc.

Also refer India's 'Exporter Guide 2002 (IN2057)' on the FAS Website : <http://www.fas.usda.gov>-- select Attache Report and then type in the report number IN2057.

**Reservation Form  
U.S. Pavilion  
AAHAR 2004  
March 11-15, 2004**

Mailing Address  
USDA Trade Show Office  
Stop 1052  
Room 4939, South Building  
Washington, DC 20250-1052

Street Address (for courier service)  
USDA Trade Show Office  
Room 4642, South Building  
1400 Independence Ave., S.W.  
Washington, DC 20250-1000

Please type or print clearly.  
Section 1 -- Exhibitor Data

No. of exhibitors reserving the booth:    \_\_\_1    \_\_\_2    (Attach exhibitor data for Company No. 2)

Contact for Trade Show Office Communications: \_\_\_\_\_

Company E-mail address: \_\_\_\_\_

Company name: \_\_\_\_\_

Contact person to be listed in show directory: \_\_\_\_\_

Company name to be listed in show directory: \_\_\_\_\_

Street address: \_\_\_\_\_

City, state, zip \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Representatives attending the show: \_\_\_\_\_

Company description (maximum 100 words) for use in the AAHAR 2004 U.S. Pavilion Directory

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Products to be exhibited, including brand names:

\_\_\_\_\_

\_\_\_\_\_

Section 2 -- Booth Location Preference

Priority choices: **The floor plan will be provided at a later date.**

Section 3 -- Contractual Agreement

I have read and will comply with all provisions of the Terms and Conditions for participation in the show.

I have included the booth fee with my Reservation Form. (Please make checks payable to USDA/FAS.)

I want \_\_\_\_\_ I do not want \_\_\_\_\_ my name, address, telephone, and fax numbers kept confidential prior to AAHAR 2004.

Signature \_\_\_\_\_ Expiration Date \_\_\_\_\_

Title \_\_\_\_\_

Mastercard # \_\_\_\_\_

Visa# \_\_\_\_\_

Discovery # \_\_\_\_\_

American Express# \_\_\_\_\_

**PLEASE KEEP A COPY FOR YOUR RECORDS.**



## Terms and Conditions AAHAR 2004

Upon acceptance of your completed Reservation Form and full booth payment, the following Terms and Conditions will be in effect and are subject to such additions or changes as may be by the USDA Trade Show Office. Exhibitors will be promptly advised of any changes or additions.

### The U.S. Department of Agriculture (USDA) agrees to:

1. Provide the participant with the standard booth package described in this brochure.
2. USDA reserves the right to rearrange the floor plan at any time and/or relocate exhibitors should

it

become necessary or advisable in the judgment of show management.

3. Issue refunds to exhibitors canceling their participation in the show according to the "Cancellation/Refund Policy" and issue a full refund to all participants, if the show is

canceled.

### Cancellation/Refund Policy:

All cancellations must be made in writing.

#### Cancellation Date:

Cancel prior to or on December 15

Cancel after January 15, 2004

#### Amount withheld:

50% of total stand cost

100% of total stand cost

4. Refrain from providing commercial third parties with exhibitor contact information prior to 2004, unless authorized to do so on the Reservation Form.

AAHAR

### The Exhibitor agrees to:

1. **Promote and display only products consisting of at least 50 percent agricultural and/or food ingredients of U.S. origin, computed on a value or volume basis. Product labels must indicate that the products were either produced or processed in the United States. Show management has the authority to remove any non-U.S. products from an exhibitor's booth.**
2. Accept the location of the assigned booth within the U.S. Pavilion at AAHAR 2004, with the understanding that assignments will be made according to booth location preferences indicated on the exhibitor's Reservation Form, if possible.
3. Use the booth decoration and design supplied by the USDA Trade Show Office, unless written permission is received from USDA authorizing alterations to the booth design.
4. Pay the cost of any booth personnel, equipment, or services ordered from show management. Payment for all services must be made at the time the services are requested, unless otherwise stated. Outstanding financial obligations preclude participation in future USDA trade shows.
5. Share the assigned booth with no more than one other exhibitor. Note: USDA will authorize no more than two companies to be listed on the booth fascia board and permit no more than two companies to be represented in the booth. All companies must be properly identified on the Reservation Form.
6. Refrain from subleasing the booth; in the case of State Departments of Agriculture, state or regional trade groups, and USDA market development cooperators, booths may be subleased to their members with the approval of the USDA Trade Show Office.
7. Provide a qualified sales representative during the entire show.
8. Display only products for which the participant is authorized to negotiate commercial sales.
9. Strictly observe the regulations prohibiting sales of product samples during the show.
10. Refrain from dismantling the booth before the show closes on March 15, 2004.
11. Arrange for all equipment and booth materials to be removed from the show site at the Pragati Maidan Fair Grounds by 6:00 p.m. on March 15, 2004. USDA will not secure exhibitor equipment or booth materials after 6:01 p.m. on March 15, 2004.
12. Release the U.S. Government, its agents, and officers of liability for any losses due to participation in the U.S. Pavilion, AAHAR 2004. This refers in particular to late product shipments, in-transit damage, loss of product samples, and unauthorized removal of equipment or supplies at the end of the show.
13. Arrange and pay for the transport of product samples, promotional materials, and equipment back to the United States after the show. Exhibitors may release any remaining product samples to show management for donation to local charities.
14. Complete all questions on the exhibitor evaluation survey, including those pertaining to projected sales, which will be distributed by the Show Coordinator near the end of the show. This information is used on a confidential basis to determine the cost-effectiveness of these activities.
15. The Foreign Agricultural Service is not responsible for any non-refundable expenses that participants incur as a result of cancellation of, or non-participation in AAHAR 2004. These include, but are not limited to non-refundable airline tickets, hotel reservations, and rental car fees.

Please note: Show management is empowered to expel from the show any exhibitor who does not fully comply with the

above Terms and Conditions.

PLEASE KEEP A COPY FOR YOUR RECORDS.



**AMERICAN CAFÉ**

**AAHAR**

**New Delhi, India**

**APPLICATION**

COMPANY NAME

CONTACT NAME

ADDRESS

PHONE NUMBER

FAX NUMBER

E-MAIL

**The cost to display your products will be \$500.00 NON REFUNDABLE.**

Transporting your products from the consolidation site to Russia is included in this fee.

Product Information
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Product(s) :

Product(s) description:

Is the product already in India?

If yes, provide the name and

address of the broker/distributor

If no, are you actively searching  
for an agent?

In what type of packaging is the product available?  
(e.g., HRI, retail, vending, etc.)

Has the product been packaged for India

If not, are you willing?

If possible, please send us a price list.

Is the company able to supply \_\_\_\_\_ Large supermarket chains



chains

\_\_\_\_\_ Small independent grocery  
\_\_\_\_\_ Large foodservice chains  
\_\_\_\_\_ Small independent operations

Presentation instructions:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Promotional items to be included:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



**Please fax application to Tobitha Jones Fax (202) 690-4374**

We will fax you a contact list of interested buyers by April 30, 2004

### ***Payment Status***

**PLEASE MAKE CHECKS PAYABLE TO USDA/FAS.**

Credit Card

9 MasterCard

9 Visa

9 American Express

9 Discovery

Card Number

\_\_\_\_\_

Exp. Date and Signature

\_\_\_\_\_

### ***Consolidation Site***

*For shipping information, please contact:*

*Tobitha Jones*  
*USDA Trade Show Office*  
*Tel: (202) 690-1182*  
*Fax: (202) 690-4374*  
*e.mail:Tobitha.Jones@usda.gov*

***Please send your checks to:***

**Mailing Address**

USDA Trade Show Office  
STOP 1052  
Room 4939, South Building  
Washington, DC 20250-1052

**Street Address (for courier service)**

USDA Trade Show Office  
Room 4646, South Building  
14th St. & Independence Ave., SW  
Washington, DC 20250-1000